

**Request for Quotations**  
**Design Services**  
**National Museum of Ireland**

1. **CONTEXT:** The National Museum of Ireland (NMI) is home to the most extensive, valuable and complex multidisciplinary collections in the State. It is the custodian of much of Ireland’s heritage and an important and growing repository of global heritage. The role of the NMI in communicating these messages to the Irish public, and international visitors, is immensely important.

The National Museum of Ireland has a huge footprint across its four public sites – Archaeology, Kildare Street, Dublin 2; Natural History, Merrion Street, Dublin 2; Decorative Arts & History, Collins Barracks, Dublin 7 and Country Life, Turlough Park, Co Mayo – as well as a Collections Resource Centres at Swords Co. Dublin. It is an immensely rich source of Ireland’s cultural and natural history, and of its relationship with the wider world.

The NMI is going through an important period of transition. It is preparing to launch a 15-year Masterplan and associated staff and public consultation process. Arising from this consultation, it will produce both a 5-year Strategic Plan in the New Year which will outline its priorities for the period 2018 – 2022 and its Masterplan for the years 2018 – 2032.

2. **REQUIREMENTS:** In order to support the above-mentioned masterplan consultation process and the production of all relevant materials relating to the Masterplan and the resulting 5-year Strategic Plan , the National Museum of Ireland wishes to engage the services of a design agency to provide both strategic and operational design support.

The following is the list of requirements:

- Design of a Masterplan Consultation Booklet – 20 pages (in a format suitable for printing and online use)
- Design of a Masterplan Consultation leaflet – 4 pages (in a format suitable for printing and online use)
- Design of a Strategic Plan – 5 pages (in a format suitable for printing and online use)
- Website design work to incorporate Masterplan documentation on the NMI website; a website skin on the NMI homepage; and optimisation best capable of supporting the consultation process.

- Design of collateral for use online - 2 Twitter images, 2 Facebook images, 2 Instagram images
- Infographics for use online/ on social media x 2

The Design Agency will be required to provide finished artwork and technical specifications for print and other production and provision for this should be included in the fixed fee quoted. Please note this quotation request does not extend to the production/printing of materials.

National Museum images and content will be available to the Design Agency while any additional imagery /photography that may be required will be procured separate to this quotation request.

- 3. CAPACITY:** The successful design agency will be required to work with the NMI and its nominated PR agency to produce the required materials in the period immediately following this procurement process and must have the capacity and personnel to produce the required materials in an efficient manner. To that end, please indicate the number of personnel working within your agency and provide biographies (to include experience) of those that will be nominated to work directly on this account.
- 4. Portfolio of Work:** Submissions should include a short portfolio of recent work conducted on behalf of similar clients, aligned with the abovementioned list of requirements.
- 5. BUDGET:** The maximum budget for the above requirements is €15,000.

#### **6. Quotation Timeline – Queries**

All queries or requests for clarification in relation to this request for quotation and any of the requirements specified therein must be directed to Seamus Lynam, Head of Operations, National Museum of Ireland at [slynam@museum.ie](mailto:slynam@museum.ie).

Queries or requests for clarifications will be accepted **no later than 17.00hrs on Friday 22<sup>nd</sup> September** and answers to queries received will be issued to all invited Companies **by 10am on Tuesday 26<sup>th</sup> September 2017**.

#### **7. Deadline for quotation receipt**

Three hard copies and one electronic copy of your quotation documentation clearly marked "Quotation for Design Services - National Museum of Ireland" should be sent by post/courier to Seamus Lynam, Head of Operations, National Museum of Ireland, Block 19, Collins Barracks, Benburb Street **by 12noon on Friday 29<sup>th</sup> September 2017**.

## 8. Assessment and Award Criteria

The National Museum of Ireland intends to award the contract on the basis of the Most Economically Advantageous Quotation.

An outline of how the marks are to be allocated is defined at Paragraph 12 below. Quotations must outline all and any costs associated with the provision of the design service required pursuant to this invitation to quote and specifically proposals should clearly state:

(a) A single fixed fee for each element of the design requirements as per the table below. The quoted price shall be that amount which is necessary to carry out all of the work required to satisfy the requirements set out in this invitation to quote.

(b) The rates quoted must be all-inclusive to include all ancillary costs and all other costs/expenses including briefing and other meetings with the National Museum. The quotation must be expressed in Euro only and exclusive of VAT. The appropriate VAT rate(s) must be shown separately.

## 9. Format of quotes

Quotations must be provided in the following format. Please note this will be a fixed fee contract.

Design Service	Fixed Fee	Vat	Total incl. Vat
Design of a Masterplan Consultation Paper – 20 pages (in a format suitable for printing and online use)			
Design of a Masterplan Consultation leaflet – 4 pages (in a format suitable for printing and online use)			
Design of a Strategy document – 5 pages (in a format suitable for printing and online use)			
Website design work to incorporate Masterplan documentation on the NMI website; a website skin on the NMI homepage; and optimisation best capable of supporting the consultation process.			
Design of collateral for use online - 2 Twitter images, 2 Facebook images, 2 Instagram images			
Infographics for use online/ on social media x 2			
<b>TOTAL</b>			

## 10. Insurances

The successful Company shall be required to hold insurances for the term of the Contract awarded of the type and to the level specified below:

Type of Insurance	Indemnity Limit
Employer's Liability	€12.7 million
Professional Indemnity	€50,000

Companies are asked to provide, as part of their quotation documentation, written confirmation that they hold or will hold, if successful, the above types and levels of insurance. A formal confirmation from the Company's insurance company or broker to this effect will be requested from the successful Company prior to the award of (and shall be a condition of) any contract.

## 11. Tax Clearance

Prior to the award of any contract pursuant to this Invitation to quote, the successful Company will be required to produce a Tax Clearance Certificate from the Irish Revenue Commissioners. Alternatively, the Company may supply the certificate and registration numbers, as they appear on the Tax Clearance Certificate, to facilitate online verification of their tax status by the Client.

## 12. Withholding Payment

The National Museum of Ireland reserves the right to withhold payment where the successful contractor fails to meet his/her contractual obligations in relation to the delivery of services to an acceptable level of quality.

## 13. Award of Contract

The contract for the requested services will be awarded on the basis of Most Economically Advantageous Quotation. Marks will be awarded according to the award criteria outlined in the table below.

Criteria	Marks Available
1. Cost	400
2. Understanding of Brief	400
3. Technical Merit of the proposed Resources	200
<b>Total Marks</b>	<b>1000</b>

Marks for Cost will be allocated using the following formula:

<b>Cost</b>	=	$\frac{\text{Lowest Quotation Rate}}{\text{Quotation Rate under Evaluation}}$	x	$\frac{\text{Number of Marks}}{\text{Available}}$
<b>Score</b>				

### Scoring Methodology

90-100%	Excellent response with very few or no weaknesses that fully meets or exceeds requirements, and provides comprehensive, detailed, and convincing assurance that the Contractor will deliver to an excellent standard.
80-89%	A very good response that demonstrates real understanding of the requirements and assurance that the Contractor will deliver to a good or high standard.
60 - 79%	A satisfactory response which demonstrates a reasonable understanding of requirements and gives reasonable assurance of delivery to an adequate standard but does not provide sufficiently convincing assurance to award a higher mark.
40 - 59%	A response which you have reservations about. Lacks full credibility/convincing detail, and you feel that there is a significant risk that the response will not be successful.
20 - 39%	A response which you have serious reservations about. This may be because, for example, insufficient detail is provided, and you feel that the response has fundamental flaws, or is seriously inadequate or seriously lacks credibility with a high risk of non-delivery.
0 - 19%	Response completely fails to address the criterion under consideration.

Please note if the evaluation results in a tie between two or more quotations, then the Quotation with the highest overall 'Qualitative' score shall be deemed the Most Economically Advantageous Quotation.

The National Museum of Ireland reserves the right to request the preferred contractor to attend a presentation meeting to verify the contents of their proposal. If the National Museum is not satisfied that the preferred contractor's proposal meets their specified requirements, they will not be considered further for award of the Contract. The National Museum will then proceed to select the next highest ranked quotation as the preferred Contractor.

**14. No Contractual Offer**

This Invitation to Quote contains no contractual offer of any kind. Any quotation will be regarded as an offer by the contractor and not as an acceptance by the applicant of an offer made by the National Museum of Ireland. No contractual relationship will exist except pursuant to a written Service Level Agreement signed by a representative of the Museum and any successful contractor for the specified services.

**15. Freedom of Information**

Companies are advised that the National Museum of Ireland is subject to the Freedom of Information (FOI) Act, 1997. If a Company considers that any of the information supplied in their Quotation response is either commercially sensitive or confidential in nature, this should be highlighted and the reasons for its sensitivity specified. In such cases the relevant material will, in response to a request under the FOI Act, be examined in the light of the exceptions provided for in the Act.

**16. Conflict of Interest**

Any conflict of interest or potential conflict of interest on the part of a service provider must be fully disclosed to the National Museum of Ireland as soon as the conflict or potential conflict becomes apparent. In the event of any conflict or potential conflict of interest, the National Museum may invite the service provider to propose means by which the conflict might be removed. The National Museum of Ireland will, in its absolute discretion, decide on the appropriate course of action.